



Tangerine Aruba by Local Talent Ashlin Ahlip

ORANJESTAD - Local island talents are not hard to find here in Aruba, with various young professionals or up-and-coming artists making their way into the spotlight and also making a name for themselves in the community here. The ones that stand out though, are those that put the love and effort into their work, bringing their passion into a form of a career. It's not easy and definitely a risk but here is the story of Ashlin Ahlip and Tangerine. Tangerine first started in 2011, but officially launched in September of last year by Ashlin Ahlip. Ash is most known on the island

his clients. After debuting Tangerine at Korte Weg, word of mouth is what got things rolling, and social media as well.

So if you're either looking for the perfect beach sized bag or something special for a loved one? Tangerine definitely offers you a variety of different totes, make-up bags, shoe case travel bags, or anything your own imagination can think of, Tangerine can make it for you.

Ash works on various designs and with that you can see his work more and more each time around the island. He's made aprons to even bowling



bring a new and innovative way to selling his products on the island. With his 9 years experience in retail, he doesn't want to be stuck in just one place working, but likes being more all around. He is also excited about launching tank tops with the slogan "We The Beach People" on

them. And as for Korte Weg they have an idea similar to what you can find in Las Vegas called Burning Man. Making big art installations that you can actually experience, with recycled material.

Their idea as the Korte Weg team is to promote culture, "if we create it, people will

come see it".

To keep up with what Ash has in store for Tangerine and new products that he will be launching soon, follow him on Instagram: tangerine_aruba.

His bags are currently available at the Bula Surf Shop or anytime "Korte Weg" pops up. □

for his experience in the retail business, but in 2011 he decided to take a different path and started working on making bags, with the idea that they be only for guys. But turns out it was a hit with the girls as well. Still not sure at the time, he decided to stay low key and continue working on other things as well until he decided it was time to share his passion and talent with the rest of the Aruban community. He launched Tangerine for the first time at the famous Korte Weg and got great feedbacks right away, which led the way to him making about 200 bags upon request for

bags, as well as clutches for girls. But he says that the traditional tangerine design which is the We The Beach People Tote bag will remain the same classic design that you can always come back to and find that nothing has changed, even after 10 years. But adding that when he gets customized bag requests, it's definitely more fun and challenging to make.

As for this year, he says he doesn't want to go too fast because he really just wants to enjoy the job. He is definitely working on something new and diverse for his future career with Tangerine, in hopes to

